

Rep Order# 6549387 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 203622

Printed: 09/24/2012 1:49 PM
Last Received: 09/24/2012 1:38 PM
Showing Buylines: All Rep Revised Lines

1 of 5

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1540
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1540
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV TO CNX ORDER
ATTN ALL LINES
ATTN NEW TTL
PLEASE CNF
THANKS

| Ln | Daypart | Program | Dates | # of Weeks | Total Cost | Len | Spots/Week | Day | Time | Total Spots | Rate |
|----|---------|---|-------------|------------|------------|-----|------------|------|-------|-------------|----------|
| *1 | | Buyline Comment: WENDY WILLIAMS V3 Cancelled | 10/09-10/12 | 0 | \$0.00 | :30 | 0 | TU-F | 7A-8A | 0 | \$25.00 |
| *2 | | Buyline Comment: WENDY WILLIAMS V3 Cancelled | 10/15-10/15 | 0 | \$0.00 | :30 | 0 | M | 7A-8A | 0 | \$25.00 |
| *3 | | Buyline Comment: NEW MEX STYLE V3 Cancelled | 10/09-10/12 | 0 | \$0.00 | :30 | 0 | TU-F | 8A-9A | 0 | \$45.00 |
| *4 | | Buyline Comment: NEW MEX STYLE V3 Cancelled | 10/15-10/15 | 0 | \$0.00 | :30 | 0 | M | 8A-9A | 0 | \$45.00 |
| *5 | | Buyline Comment: PEOPLES COURT V3 Cancelled | 10/09-10/12 | 0 | \$0.00 | :30 | 0 | TU-F | 1P-2P | 0 | \$150.00 |

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| | |
|-------------------|--------------------------|
| Station | KASA-TV ALBUQUERQUE, NM. |
| Advertiser | () DSCC IE |
| Product | DSCC IE |
| Estimate# | 1540 |
| Buyer | DAN NAGELBERG |
| Phone# | |
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[illegible]

3 of 5

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| Ln | Daypart | Program | Dates | # of Weeks | Total Cost | Len | Spots/Week | Day | Time | Total Spots | Rate |
|-----|---------|---|-------------|------------|------------|------|------------|-------|----------|-------------|------------|
| --- | ----- | ----- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- |
| *15 | | Buyline Comment: NEWS V3 Cancelled | 10/09-10/12 | 0 | \$0.00 | :30 | 0 | TU-F | 930P-10P | 0 | \$400.00 |
| *16 | | Buyline Comment: NEWS V3 Cancelled | 10/15-10/15 | 0 | \$0.00 | :30 | 0 | M | 930P-10P | 0 | \$400.00 |
| *17 | | Buyline Comment: NEWS V3 Cancelled | 10/13-10/13 | 0 | \$0.00 | :30 | 0 | SA | 9P-930P | 0 | \$350.00 |
| *18 | | Buyline Comment: NEWS V3 Cancelled | 10/13-10/13 | 0 | \$0.00 | :30 | 0 | SA | 930P-10P | 0 | \$350.00 |
| *19 | | Buyline Comment: NEWS V3 Cancelled | 10/14-10/14 | 0 | \$0.00 | :30 | 0 | SU | 9P-930P | 0 | \$500.00 |
| *20 | | Buyline Comment: NEWS V3 Cancelled | 10/14-10/14 | 0 | \$0.00 | :30 | 0 | SU | 930P-10P | 0 | \$350.00 |
| *21 | | Buyline Comment: BONES V3 Cancelled | 10/15-10/15 | 0 | \$0.00 | :30 | 0 | M | 7P-8P | 0 | \$1,300.00 |
| *22 | | Buyline Comment: RH/B & K V3 Cancelled | 10/09-10/09 | 0 | \$0.00 | :30 | 0 | TU | 7P-8P | 0 | \$1,300.00 |

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| Ln | Daypart | Program | Dates | # of Weeks | Total Cost | Len | Spots/Week | Day | Time | Total Spots | Rate |
|-----|---------|---|-------------|------------|------------|-------|------------|-------|---------|-------------|-------------|
| --- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| *23 | | | 10/11-10/11 | 0 | \$0.00 | :30 | 0 | TH | 7P-8P | 0 | \$1,650.00 |
| | | Buyline Comment: XFACTOR V3 Cancelled | | | | | | | | | |
| *24 | | | 10/12-10/12 | 0 | \$0.00 | :30 | 0 | F | 7P-8P | 0 | \$350.00 |
| | | Buyline Comment: TOUCH V3 Cancelled | | | | | | | | | |
| *25 | | | 10/12-10/12 | 0 | \$0.00 | :30 | 0 | F | 8P-9P | 0 | \$500.00 |
| | | Buyline Comment: FRINGE V3 Cancelled | | | | | | | | | |
| *26 | | | 10/13-10/13 | 0 | \$0.00 | :30 | 0 | SA | 2P-5P | 0 | \$300.00 |
| | | Buyline Comment: COLLEGE FOOTBALL V3 Cancelled | | | | | | | | | |
| *27 | | | 10/13-10/13 | 0 | \$0.00 | :30 | 0 | SA | 6P-9P | 0 | \$400.00 |
| | | Buyline Comment: COLLEGE FOOTBALL V3 Cancelled | | | | | | | | | |
| *28 | | | 10/13-10/13 | 0 | \$0.00 | :30 | 0 | SA | 530P-9P | 0 | \$1,000.00 |
| | | Buyline Comment: MLB- NLCS V3 Cancelled | | | | | | | | | |
| *29 | | | 10/14-10/14 | 0 | \$0.00 | :30 | 0 | SU | 11A-2P | 0 | \$15,000.00 |
| | | Buyline Comment: NFL V3 Cancelled | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Oct 12: 0 / \$0.00

Sales Totals: 0 / \$0.00

Station Totals: 0 / \$0.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$0

| | | | | | | | | | |
|------|-----|------|-----|------|----|------|----|------|-----|
| CABL | 0% | KASA | 14% | KASY | 1% | KLUZ | 0% | KOAT | 36% |
| KOB | 20% | KRQE | 28% | KWBQ | 1% | | | | |

---COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6849387 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 203622

Printed: 09/05/2012 4:41 PM
Last Received: 09/05/2012 2:04 PM
Showing Buylines: Last Sta Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
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Product DSCC IE
Estimate# 1540
Buyer DAN NAGELBERG
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Hiatus Weeks

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Sales Office () PHILADELPHIA
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Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

SEE PR TP CHANGES BELOW. SPOTS ARE BOOKED IN PEOPLES COURT
LINES 5-8

| Ln | Daypart | Program | Dates | # of Weeks | Total Cost | Len | Spots/Week | Day | Time | Total Spots | Rate |
|-----|---------|--|-------------|------------|------------|-----|------------|-------|-------|-------------|----------|
| --- | ----- | ----- | ----- | ----- | ----- | --- | ----- | ----- | ----- | ----- | ----- |
| *5 | | | 10/09-10/12 | 1 | \$600.00 | :30 | 4 | TU-F | 1P-2P | 4 | \$150.00 |
| | | Buyline Comment: PEOPLES COURT | | | | | | | | | |
| | | Station Remark: V2 PEOPLES COURT AIRS 12-1P EFF 9/10. CH TP THIS LN 12-1P IN PEOPLES COURT | | | | | | | | | |
| *6 | | | 10/15-10/15 | 1 | \$150.00 | :30 | 1 | M | 1P-2P | 1 | \$150.00 |
| | | Buyline Comment: PEOPLES COURT | | | | | | | | | |
| | | Station Remark: V2 PEOOPLES COURT AIRS 12-1P EFF 9/10. CH TP THIS LN TO 12-1P IN PEOPLES COURT | | | | | | | | | |
| *7 | | | 10/09-10/12 | 1 | \$600.00 | :30 | 4 | TU-F | 3P-4P | 4 | \$150.00 |
| | | Buyline Comment: PEOPLES COURT | | | | | | | | | |
| | | Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10. CHANGE THIS LN TO 2-3P IN PEOPLES CT | | | | | | | | | |
| *8 | | | 10/15-10/15 | 1 | \$150.00 | :30 | 1 | M | 3P-4P | 1 | \$150.00 |
| | | Buyline Comment: PEOPLES COURT | | | | | | | | | |
| | | Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10 CHANGE THIS LINE TO 2-3P IN PEOPLES CT. | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 10 / \$1,500.00

---SALES MONTHLY TOTALS---

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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Oct 12: 63 / \$34,245.00

Sales Totals: 63 / \$34,245.00

Station Totals: 63 / \$34,245.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|-----|------|----|------|----|------|-----|
| Market Totals | \$244,607 | CABL | 0% | KASA | 14% | KASY | 1% | KLUZ | 0% | KOAT | 36% |
| | | KOB | 20% | KRQE | 28% | KWBQ | 1% | | | | |

---COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6849387 Ver# 1 Status New
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Traffic Order#

203622

Printed: 09/05/2012 2:03 PM
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Showing Buylines: All Lines

1 of 4

Jung
9/5/12

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--- CONTRACT COMMENT ---

SC=*

| Ln | Daypart | Program | Dates | # of Weeks | Total Cost | Len | Spots/Week | Day | Time | Total Spots | Rate |
|----|---------|---------------------------------|-------------|------------|------------|-----|------------|------|---------------|-------------|------------|
| 1 | | Buyline Comment: WENDY WILLIAMS | 10/09-10/12 | 1 | \$125.00 | :30 | 5 | TU-F | 7A-8A | 5 | \$25.00 3 |
| 2 | | Buyline Comment: WENDY WILLIAMS | 10/15-10/15 | 1 | \$25.00 | :30 | 1 | M | 7A-8A | 1 | \$25.00 3 |
| 3 | | Buyline Comment: NEW MEX STYLE | 10/09-10/12 | 1 | \$225.00 | :30 | 5 | TU-F | 8A-9A | 5 | \$45.00 3 |
| 4 | | Buyline Comment: NEW MEX STYLE | 10/15-10/15 | 1 | \$45.00 | :30 | 1 | M | 8A-9A | 1 | \$45.00 3 |
| 5 | | Buyline Comment: PEOPLES COURT | 10/09-10/12 | 1 | \$600.00 | :30 | 4 | TU-F | 12-1 1P-2P | 4 | \$150.00 2 |
| 6 | | Buyline Comment: PEOPLES COURT | 10/15-10/15 | 1 | \$150.00 | :30 | 1 | M | 12-1 1P-2P | 1 | \$150.00 2 |
| 7 | | Buyline Comment: PEOPLES COURT | 10/09-10/12 | 1 | \$600.00 | :30 | 4 | TU-F | 2-3 3P-4P | 4 | \$150.00 2 |
| 8 | | Buyline Comment: PEOPLES COURT | 10/15-10/15 | 1 | \$150.00 | :30 | 1 | M | 2-3 3P-4P | 1 | \$150.00 2 |
| 9 | | Buyline Comment: AFV | 10/09-10/12 | 1 | \$1,050.00 | :30 | 7 | TU-F | 4P-5P | 7 | \$150.00 2 |
| 10 | | Buyline Comment: AFV | 10/15-10/15 | 1 | \$150.00 | :30 | 1 | M | 4P-5P | 1 | \$150.00 2 |

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| Ln | Daypart | Program | Dates | # of Weeks | Total Cost | Len | Spots/Week | Day | Time | Total Spots | Rate |
|-----|---------|---------------------------|-------------|------------|------------|-------|------------|-------|-----------|-------------|--------------|
| --- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| 11 | | Buyline Comment: SIMPSONS | 10/09-10/12 | 1 | \$700.00 | :30 | 4 | TU-F | 10P-1030P | 4 | \$175.00 4 |
| 12 | | Buyline Comment: SIMPSONS | 10/15-10/15 | 1 | \$175.00 | :30 | 1 | M | 10P-1030P | 1 | \$175.00 4 |
| 13 | | Buyline Comment: NEWS | 10/09-10/12 | 1 | \$2,000.00 | :30 | 4 | TU-F | 9P-930P | 4 | \$500.00 4 |
| 14 | | Buyline Comment: NEWS | 10/15-10/15 | 1 | \$500.00 | :30 | 1 | M | 9P-930P | 1 | \$500.00 4 |
| 15 | | Buyline Comment: NEWS | 10/09-10/12 | 1 | \$1,600.00 | :30 | 4 | TU-F | 930P-10P | 4 | \$400.00 4 |
| 16 | | Buyline Comment: NEWS | 10/15-10/15 | 1 | \$400.00 | :30 | 1 | M | 930P-10P | 1 | \$400.00 4 |
| 17 | | Buyline Comment: NEWS | 10/13-10/13 | 1 | \$350.00 | :30 | 1 | SA | 9P-930P | 1 | \$350.00 4 |
| 18 | | Buyline Comment: NEWS | 10/13-10/13 | 1 | \$350.00 | :30 | 1 | SA | 930P-10P | 1 | \$350.00 4 |
| 19 | | Buyline Comment: NEWS | 10/14-10/14 | 1 | \$500.00 | :30 | 1 | SU | 9P-930P | 1 | \$500.00 4 |
| 20 | | Buyline Comment: NEWS | 10/14-10/14 | 1 | \$350.00 | :30 | 1 | SU | 930P-10P | 1 | \$350.00 4 |
| 21 | | Buyline Comment: BONES | 10/15-10/15 | 1 | \$1,300.00 | :30 | 1 | M | 7P-8P | 1 | \$1,300.00 3 |

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|-----|---------|-----------------------------------|-------------|------------|-------------|------|------------|-------|---------|-------------|---------------|
| --- | ----- | ----- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- |
| 22 | | | 10/09-10/09 | 1 | \$1,300.00 | :30 | 1 | TU | 7P-8P | 1 | \$1,300.00 3 |
| | | Buyline Comment: RH/B & K | | | | | | | | | |
| 23 | | | 10/11-10/11 | 1 | \$1,650.00 | :30 | 1 | TH | 7P-8P | 1 | \$1,650.00 4 |
| | | Buyline Comment: XFACTOR | | | | | | | | | |
| 24 | | | 10/12-10/12 | 1 | \$350.00 | :30 | 1 | F | 7P-8P | 1 | \$350.00 4 |
| | | Buyline Comment: TOUCH | | | | | | | | | |
| 25 | | | 10/12-10/12 | 1 | \$500.00 | :30 | 1 | F | 8P-9P | 1 | \$500.00 3 |
| | | Buyline Comment: FRINGE | | | | | | | | | |
| 26 | | | 10/13-10/13 | 1 | \$900.00 | :30 | 3 | SA | 2P-5P | 3 | \$300.00 3 |
| | | Buyline Comment: COLLEGE FOOTBALL | | | | | | | | | |
| 27 | | | 10/13-10/13 | 1 | \$1,200.00 | :30 | 3 | SA | 6P-9P | 3 | \$400.00 3 |
| | | Buyline Comment: COLLEGE FOOTBALL | | | | | | | | | |
| 28 | | | 10/13-10/13 | 1 | \$2,000.00 | :30 | 2 | SA | 530P-9P | 2 | \$1,000.00 3 |
| | | Buyline Comment: MLB- NLCS | | | | | | | | | |
| 29 | | | 10/14-10/14 | 1 | \$15,000.00 | :30 | 1 | SU | 11A-2P | 1 | \$15,000.00 1 |
| | | Buyline Comment: NFL | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 63 / \$34,245.00

---SALES MONTHLY TOTALS---

Oct 12: 63 / \$34,245.00

Sales Totals: 63 / \$34,245.00

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---COMPETITIVE---

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| Market Totals | \$244,607 | CABL | 0% | KASA | 14% | KASY | 1% | KLUZ | 0% | KOAT | 36% |
| | | KOB | 20% | KRQE | 28% | KWBQ | 1% | | | | |

---COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE